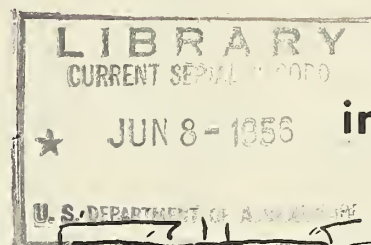


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Consumer Purchases of Selected FRUITS AND JUICES



in **FEBRUARY**

1956



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

May 1956

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Agriculture - Washington

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
IN FEBRUARY 1956

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Householders reported smaller purchases of frozen concentrated orange juice in February 1956 than in the same month of 1955. There was little change in the proportion of families buying the product, but those buying purchased a smaller average quantity. Prices paid by consumers for frozen concentrated orange juice averaged about 2.7 cents higher for a 6-ounce can than a year earlier.

The demand for frozen concentrate for lemonade, as evidenced by householders' purchases, continued to be strong in February 1956. Purchases were about a fifth larger in volume than a year earlier. Householders paid prices that averaged about 1 cent a 6-ounce can lower than in February 1955.

United States householders made slightly larger purchases of both single-strength orangeade and shelf-pack concentrate for orangeade in February 1956 than a year earlier. Prices paid during February 1956, as compared with February 1955, averaged about 0.5 cent lower for a 46-ounce can of orangeade and about 1 cent lower for a 6-ounce can of shelf-pack concentrate.

Household consumers' purchases of canned single-strength juices were slightly below the volume reported in February a year earlier. With the exception of grapefruit juice, canned citrus juices were purchased in smaller volumes during February 1956 than the same month last year. Of the noncitrus juices covered in this report, larger purchases of grape and prune juices were noted; but householders bought smaller quantities of pineapple and tomato juice. The most significant changes in prices paid were reported for orange, orange-grapefruit blend, and tomato juices--2.7, 1.5, and 1.5 cents higher per 46-ounce can than a year earlier, respectively; and for grape juice, down about 1.6 cents per 24 ounces.

Fresh grapefruit was the only fresh citrus fruit purchased in larger volume in February 1956 than in the same month of 1955. Sizeable gains in purchases of Florida grapefruit were reported, more than offsetting lower purchases of grapefruit from other areas. Fresh orange purchases declined about 12 percent, lemon purchases about 4 percent, and tangerine purchases about 26 percent from February 1955. With the exception of grapefruit, for which consumers reported paying about the same price as a year earlier, higher prices were paid for all other fresh citrus fruit.

FROZEN JUICES AND ADES

In February 1956, householders' buying of frozen concentrated orange juice continued to lag behind the volume purchased in the same period a year earlier. Purchases, however, held at about the same level as in the preceding month, January 1956. Prices paid by consumers during February 1956 were considerably higher--about 2.7 cents a 6-ounce can--than in February last year (fig. 4).

About the same proportion of the Nation's families bought frozen orange juice as in the corresponding period of 1955. A decrease of almost one half of a 6-ounce can in the average quantity purchased by these families during the month was primarily responsible for the smaller purchase volume in February 1956 as compared with a year earlier (table 2).

Purchases of frozen concentrated grape juice during February 1956 were at about the same level as in the preceding month, but were up almost 28 percent from the corresponding month a year earlier. Prices paid were up almost 1.5 cents a 6-ounce can from the preceding month, and were about 1.3 cents lower than a year earlier. Compared with February 1955 there was an increase in both the proportion of families buying and in the average amount bought by these families during the month (table 2).

Slightly larger purchases of frozen concentrate for lemonade were reported by householders in February 1956 than in the preceding month. Purchases were well above (about 20 percent) a year earlier. Prices paid by householders were unchanged from the preceding month, but were about 1 cent lower for a 6-ounce can than in February 1955.

Increased purchases of frozen concentrate for lemonade in February 1956, as compared with a year earlier, resulted from an increase in the proportion of families buying. There was no increase in the average quantity purchased by those families (table 2).

The volume of both single-strength orangeade and shelf-pack concentrate for orangeade purchased by householders during February 1956 was unchanged from the preceding month, but slightly above February 1955 (fig. 5). This increase was primarily the result of larger purchases by buying families. Prices paid by householders for single-strength orangeade in February averaged about 0.5 cent a 46-ounce can lower than a year earlier, and about 1.0 cent a 6-ounce can lower for shelf-pack concentrate for orangeade.

CANNED JUICES

There was little change in the volume of householders' purchases of canned single-strength orange juice in February 1956 from the preceding month. Purchases, however, were about 18 percent smaller than in February 1955. Prices paid held at about the same level as in the preceding month, but were about 2.7 cents higher per 46-ounce can than a year earlier (fig. 6).

Smaller purchases of orange juice resulted from a decline in proportion of families buying as well as a decrease in the average quantity purchased by those buying (table 1).

Household consumer buying of canned grapefruit juice in February 1956 resulted in a purchase volume slightly larger than in both January 1956 and February 1955 (fig. 6). These increases reflected larger average purchases per buying families as the proportion of families buying was unchanged from a year earlier. There was little change in prices paid (table 1).

Householders bought an 18 percent smaller volume of orange-grapefruit blended juice in February 1956 than in the same month a year earlier. Purchases were down sharply from the preceding month. Fewer families bought orange-grapefruit blended juice in February 1956, and those buying purchased smaller average quantities than during the preceding month or in February 1955. Householders reported paying about 1.5 cents more for a 46-ounce can of orange-grapefruit blended juice in February 1956 than in February 1955 (table 1).

Canned and bottled lemon juice purchases by households during February 1956 were almost 18 percent smaller than a year earlier. Since October 1955, monthly purchase volumes have been smaller than in the same month of a year earlier. During this period only 1.5 to 1.9 percent of the Nation's families have reported purchasing this product each month. Monthly prices paid by consumers during this period have been generally lower than in the same month a year earlier.

The quantity of pineapple juice purchased by the Nation's families during February 1956 was at about the same level as in the preceding month, but was down slightly from February 1955. For the 12 months preceding February 1956 monthly purchase volumes have been larger than in the same month a year earlier. Prices paid for pineapple juice in February were almost unchanged from a year earlier.

Householders' purchases of canned single-strength tomato juice in February 1956 were about 10 percent smaller than in the corresponding month a year earlier. The decline was a result of a smaller proportion of families buying, as the average quantity purchased by these families during the month was unchanged from a year earlier. Prices paid for tomato juice during February averaged 1.5 cents higher per 46-ounce can than in February 1955.

The volume of prune juice purchased by households during February 1956 was well above the volume purchased in February 1955. The rise was the result of increases in both the proportion of families buying and in the average quantity purchased by these families. Prices paid were slightly lower in February 1956 than in the corresponding month a year earlier.

Canned single-strength grape juice purchases during February were about 11 percent larger than a year earlier. The increase was primarily the result of larger average purchases by buying families. Prices paid averaged about 1.5 cents lower per 24 ounces than in February 1955 (table 1).

FRESH CITRUS

Householders' purchases of fresh oranges during February 1956 were almost 12 percent smaller than a year earlier. The largest percentage decrease in purchases was in the volume of "unidentified" oranges, but lower purchases of both Florida and California-Arizona oranges also were reported (table 3). Prices paid continued to be higher than a year earlier, averaging 43.7 cents a dozen for all oranges, or 6.4 cents higher per dozen than in February 1955 (fig. 7).

The smaller purchase volume in February compared with a year earlier was the result of decreases in both the proportion of families buying and in the average amount bought by these families (table 3).

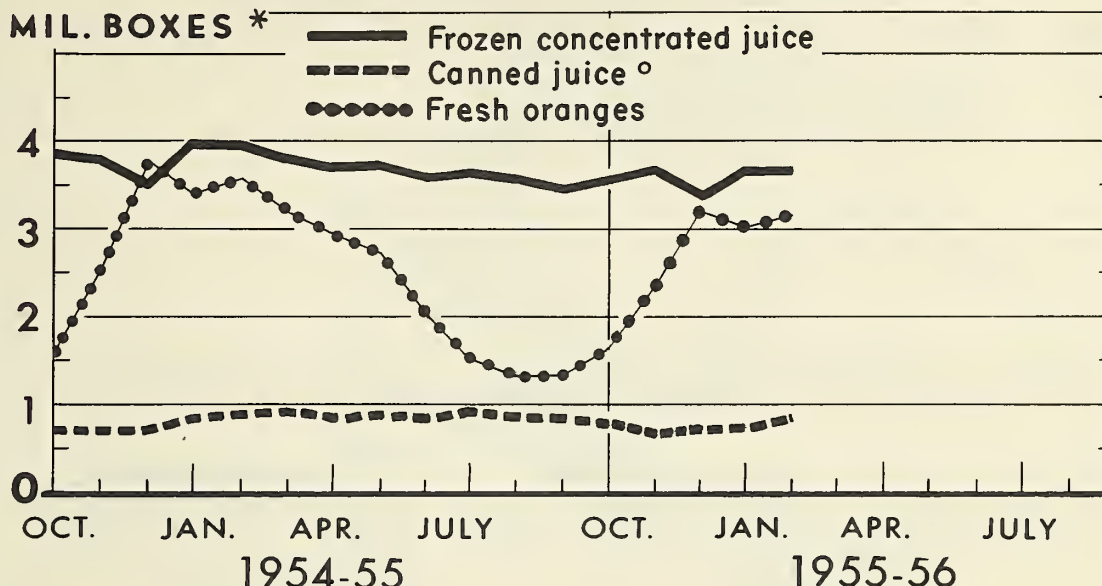
Fresh grapefruit purchases in February 1956 were about 7 percent larger than in February a year earlier. The increased purchase volume was primarily a result of a larger proportion of families buying as the average quantity purchased by these families remained unchanged. Volume of purchases was up about 19 percent from the preceding month. Prices paid by householders for all fresh grapefruit in February 1956 averaged about 4.5 cents lower per dozen than in January 1956, but the same as in February 1955.

The moderate gain in purchases of grapefruit in February compared with a year earlier was entirely the result of larger purchases of Florida grapefruit. The volume of Florida grapefruit bought by householders was about a fourth larger than in February last year, while purchase volumes from other producing areas were lower (table 3).

Household consumer buying of fresh lemons in February 1956 was slightly below the volume purchased in February a year earlier, but moderately larger than in January 1956. Prices paid by householders were lower than in the preceding month, but about 2.3 cents higher per dozen than in February 1955 (fig. 7). A slightly smaller proportion of the Nation's families bought fresh lemons during February than a year earlier, and those buying purchased slightly smaller quantities than in February of last year.

Consumer purchases of fresh tangerines during February 1956 were less than one half as large as in the preceding month, indicating a sharp drop in availability as the season draws to a close. The February purchase volume was about 26 percent smaller than a year earlier. Prices paid by householders averaged about 5 cents a dozen higher than in February 1955 (table 3).

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

INCLUDES HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1929 - 56 (4) AGRICULTURAL MARKETING SERVICE

Figure 1

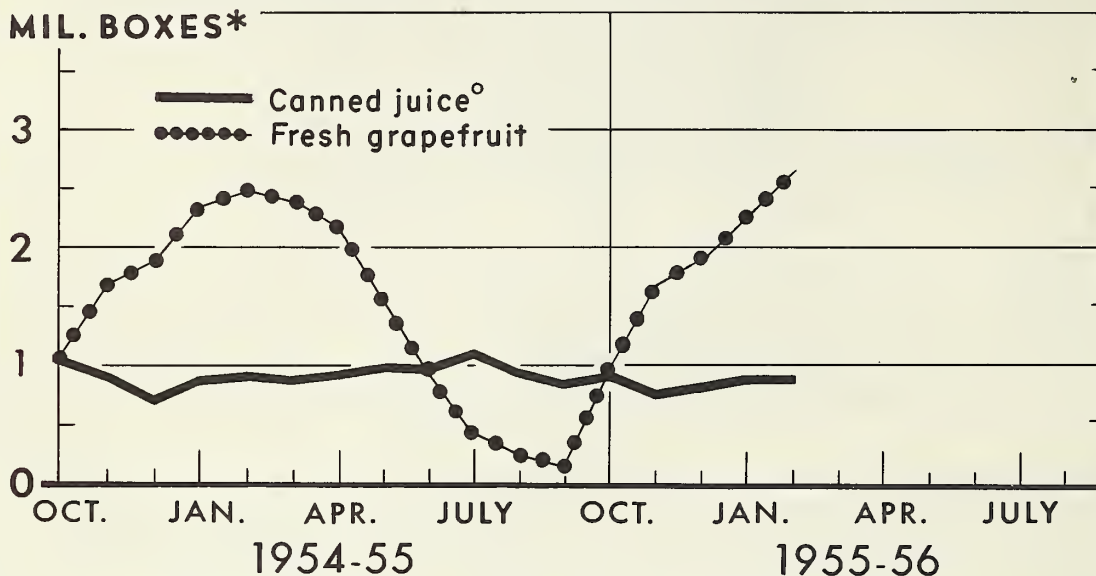
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1954 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice ^{1/}		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,643	1,574	3,597	3,850	773	722	6,013	6,146
November	2,350	2,518	3,621	3,769	672	713	6,643	7,000
December	3,270	3,764	3,395	3,486	723	711	7,388	7,961
October-December ^{2/}	8,020	8,612	11,471	11,917	2,337	2,299	21,828	22,828
January	3,008	3,400	3,671	3,984	747	830	7,426	8,214
February	3,142	3,555	3,649	3,972	715	897	7,506	8,424
March		3,181		3,775		912		7,868
October-March ^{2/}		19,543		24,599		5,177		49,319
April		2,965		3,685		841		7,491
May		2,709		3,700		872		7,281
June		2,001		3,568		822		6,391
October-June ^{2/}		27,758		36,420		7,937		72,115
July		1,522		3,648		922		6,092
August		1,331		3,554		836		5,721
September		1,335		3,496		824		5,655
Season ^{2/}		32,270		48,025		10,724		91,019

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT ° INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES
SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1930 - 56 (4) AGRICULTURAL MARKETING SERVICE

Figure 2

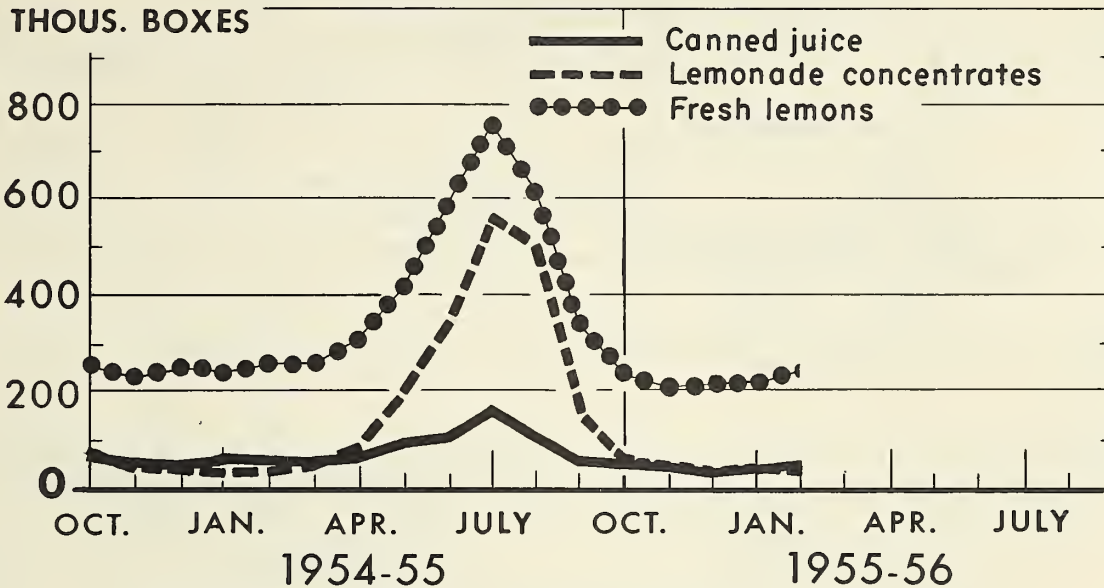
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1954 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	984	1,053	921	1,037	1,905	2,090
November	1,695	1,694	772	911	2,467	2,605
December	1,932	1,895	828	725	2,760	2,620
October-December ^{2/}	5,165	5,121	2,722	2,847	7,887	7,968
January	2,246	2,330	882	882	3,128	3,212
February	2,672	2,498	877	907	3,549	3,405
March		2,387		887		3,274
October-March ^{2/}		12,995		5,734		18,729
April		2,162		924		3,086
May		1,552		978		2,530
June		948		970		1,918
October-June ^{2/}		17,950		8,857		26,807
July		434		1,112		1,546
August		244		950		1,194
September		215		858		1,073
Season ^{2/}		18,905		12,016		30,921

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1931-56 (4) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1954 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	228	252	39	54	49	51	53	59	320	365
November	207	225	35	49	37	35	39	37	281	311
December	216	243	36	44	31	27	34	29	286	316
October-December 3/	713	785	129	161	125	120	133	132	975	1,078
January	218	234	37	51	32	26	37	27	292	312
February	242	251	42	48	34	29	36	31	320	330
March		252		46		41		43		341
October-March 3/		1,583		318		224		241		2,142
April		307		54		68		72		433
May		407		84		187		197		688
June		587		96		327		342		1,025
October-June 3/		2,997		572		865		913		4,482
July		754		160		526		554		1,468
August		610		108		461		480		1,198
September		337		50		152		157		544
Season 3/		4,814		909		2,085		2,186		7,909

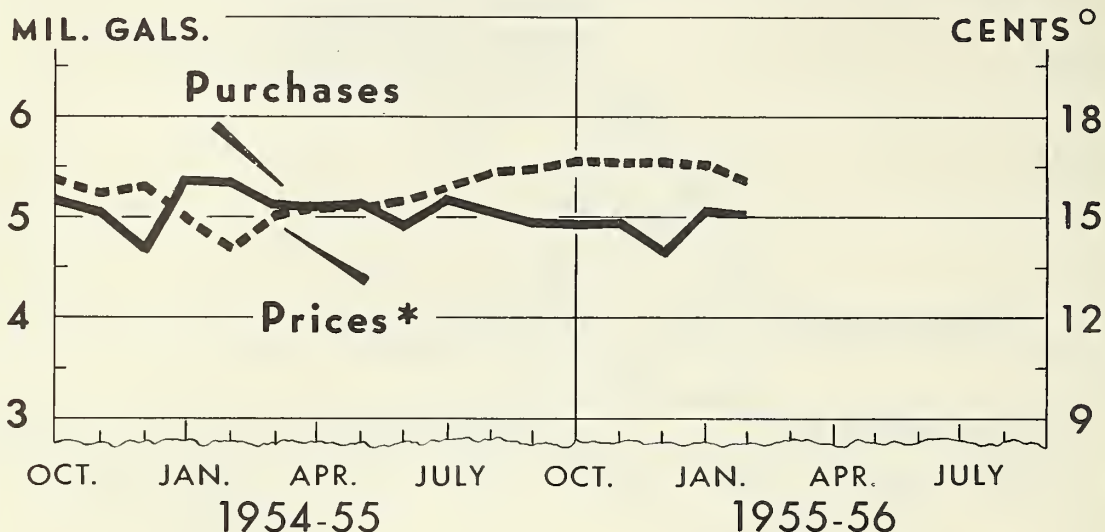
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



* PRICES PAID BY HOUSEHOLD CONSUMERS

° PER 6-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1932 - 56 (4) AGRICULTURAL MARKETING SERVICE

Figure 4

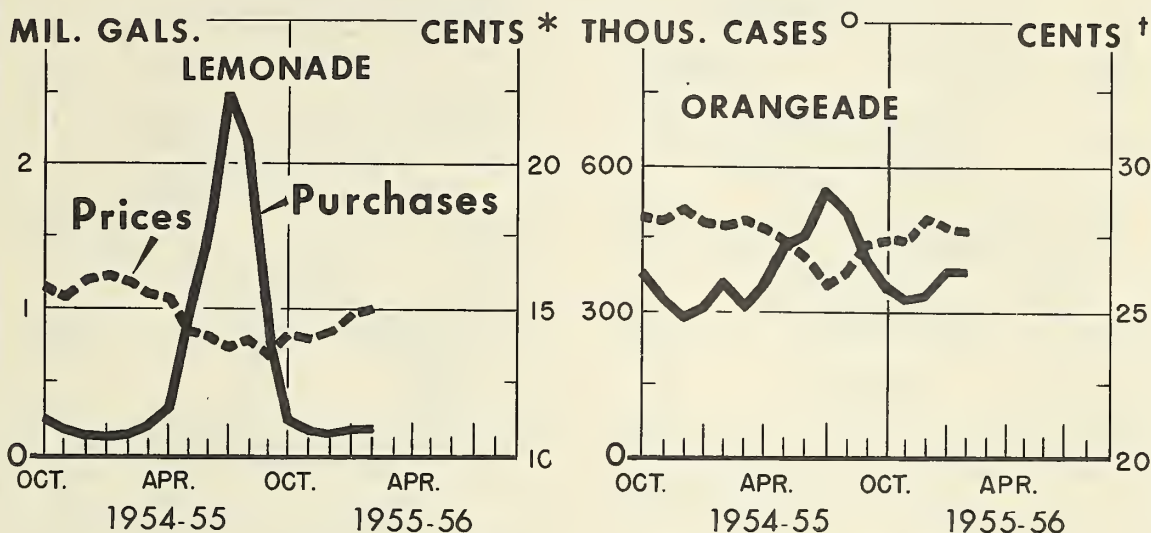
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1954 to date

Period	Purchases		Average price per 6 oz. can	
	1955-56	1954-55	1955-56	1954-55
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,962	5,161	16.6	16.1
November	4,995	5,052	16.6	15.7
December	4,683	4,673	16.7	15.9
October-December 1/	15,822	15,974		
January	5,043	5,377	16.6	14.9
February	5,012	5,360	16.7	14.0
March		5,094		14.8
October-March 1/		33,089		
April		5,090		15.2
May		5,111		15.3
June		4,928		15.5
October-June 1/		49,417		
July		5,182		15.9
August		5,048		16.3
September		4,966		16.4
Season 1/		65,901		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA
* PER 6-OUNCE CAN ° EQUIVALENT CASES OF 24 #2'S † PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1933 - 56 (4) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1954 to date

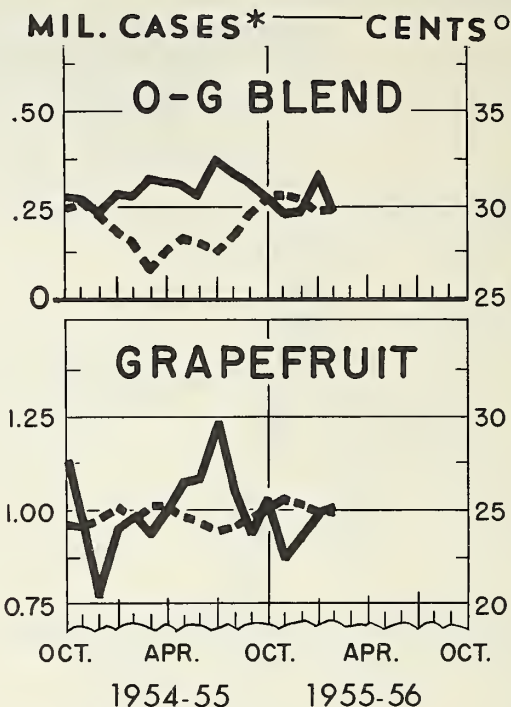
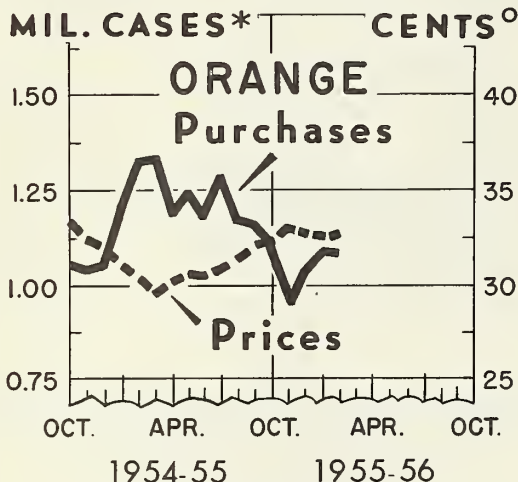
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	230	244	14.0	15.7	351	373	27.5	28.2
November	174	167	14.0	15.4	326	326	27.3	28.1
December	147	127	14.3	16.0	330	290	28.2	28.5
October-December 2/	593	568			1,071	1,070		
January	153	121	14.8	16.2	379	306	27.9	28.1
February	163	136	14.8	15.9	379	361	27.6	28.0
March		194		15.5		311		28.2
October-March 2/		1,061				2,136		
April		321		15.3		348		27.9
May		887		14.3		436		27.5
June		1,551		14.0		458		26.9
October-June 2/		4,099				3,492		
July		2,493		13.6		551		25.9
August		2,184		13.9		512		26.3
September		720		13.3		406		27.3
Season 2/		9,882				5,076		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



* EQUIVALENT CASES OF 24 #2's

° PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1934-56 (4) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1954 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1955-56 ^{1/}	1954-55	per 46 oz. can	1955-56 ^{1/}	1955-56 ^{1/}	1954-55	per 46 oz. can	1955-56 ^{1/}	1955-56 ^{1/}	1954-55	per 46 oz. can	1955-56 ^{1/}
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,104	1,054	32.3	33.4	1,033	1,127	25.3	24.1	274	276	30.4	29.9
November	954	1,043	33.0	32.4	857	978	25.5	24.0	248	267	30.6	30.1
December	1,038	1,056	32.8	32.0	930	767	25.2	24.6	244	235	30.2	29.4
October-December 2/	3,351	3,381			3,059	3,060			800	824		
January	1,081	1,212	32.7	31.0	981	952	24.9	25.1	331	285	29.0	28.6
February	1,077	1,321	33.1	30.4	1,025	984	24.8	24.6	232	283	29.6	28.1
March		1,326		29.5		939		25.2		322		26.5
October-March 2/		7,591				6,157				1,795		
April		1,190		30.2		1,006		25.2		312		27.7
May		1,241		30.6		1,077		24.6		307		28.3
June		1,176		30.5		1,080		24.4		280		28.1
October-June 2/		11,515				9,593				2,779		
July		1,287		30.8		1,235		23.9		377		27.6
August		1,170		31.4		1,049		24.1		334		28.5
September		1,161		32.1		942		24.7		314		29.6
Season 2/		15,425				13,688				3,878		

^{1/} Equivalent cases of 24 No. 2 cans--432 ounces per case.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

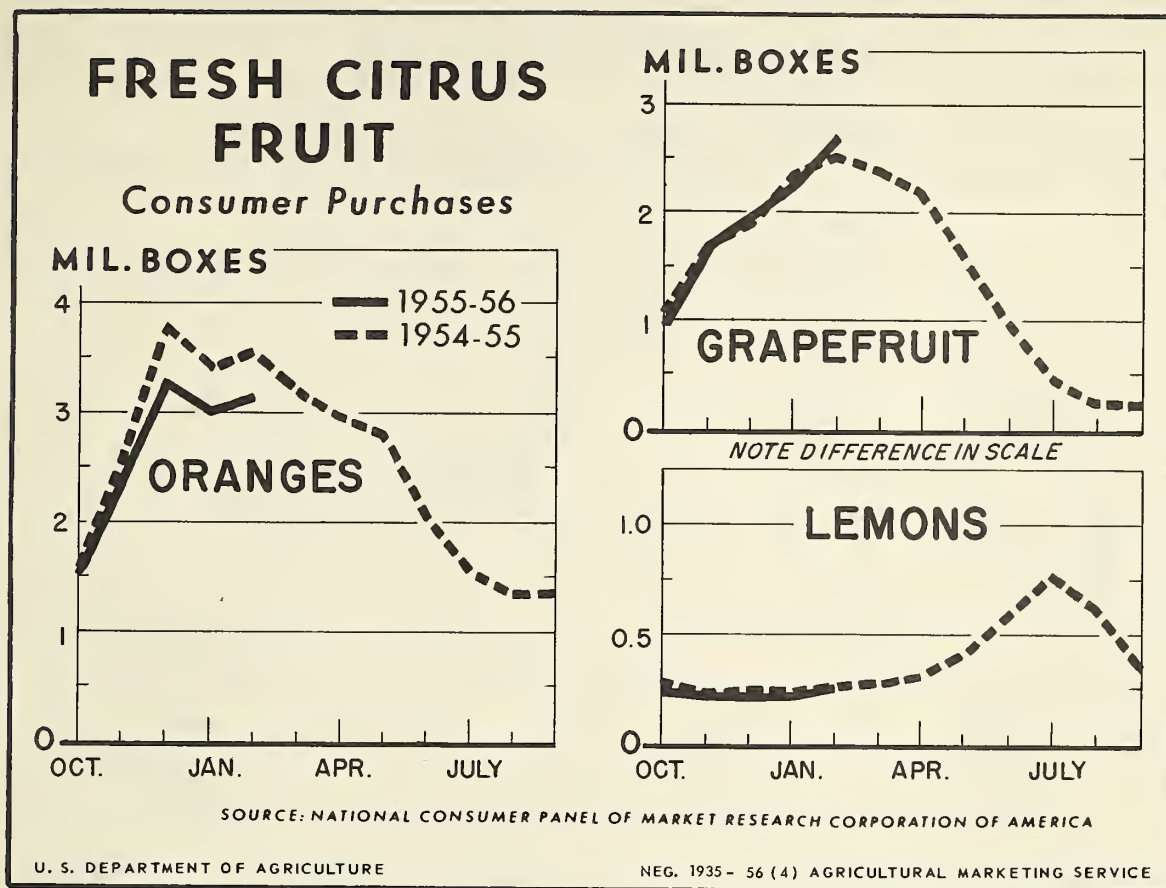


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1954 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
			per dozen				per dozen				per dozen	
	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	1,643	1,574	42.1	45.6	984	1,053	90.7	92.8	228	252	43.9	45.1
November	2,350	2,518	37.9	35.0	1,695	1,694	80.1	78.4	207	225	45.5	46.8
December	3,270	3,764	39.4	35.1	1,932	1,895	77.8	74.9	216	243	46.8	45.0
October-December 1/	8,020	8,612			5,165	5,121			713	785		
January	3,008	3,400	41.4	37.1	2,330	2,330	77.9	74.2	218	234	48.1	46.2
February	3,142	3,555	43.7	37.3	2,672	2,498	73.4	73.4	242	251	46.3	44.0
March		3,181		39.8		2,387		78.4		252		42.9
October-March 1/		19,543				2,995				1,583		
April		2,965		42.2		2,162		82.9		307		41.3
May		2,709		42.8		1,552		93.3		407		41.9
June		2,001		43.5		948		101.5		587		40.4
October-June 1/		27,758				17,950				2,997		
July		1,522		43.9		434		106.6		754		41.8
August		1,331		44.9		244		108.8		610		41.6
September		1,335		45.0		215		112.3		337		42.7
Season 1/		32,270				18,905				4,814		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

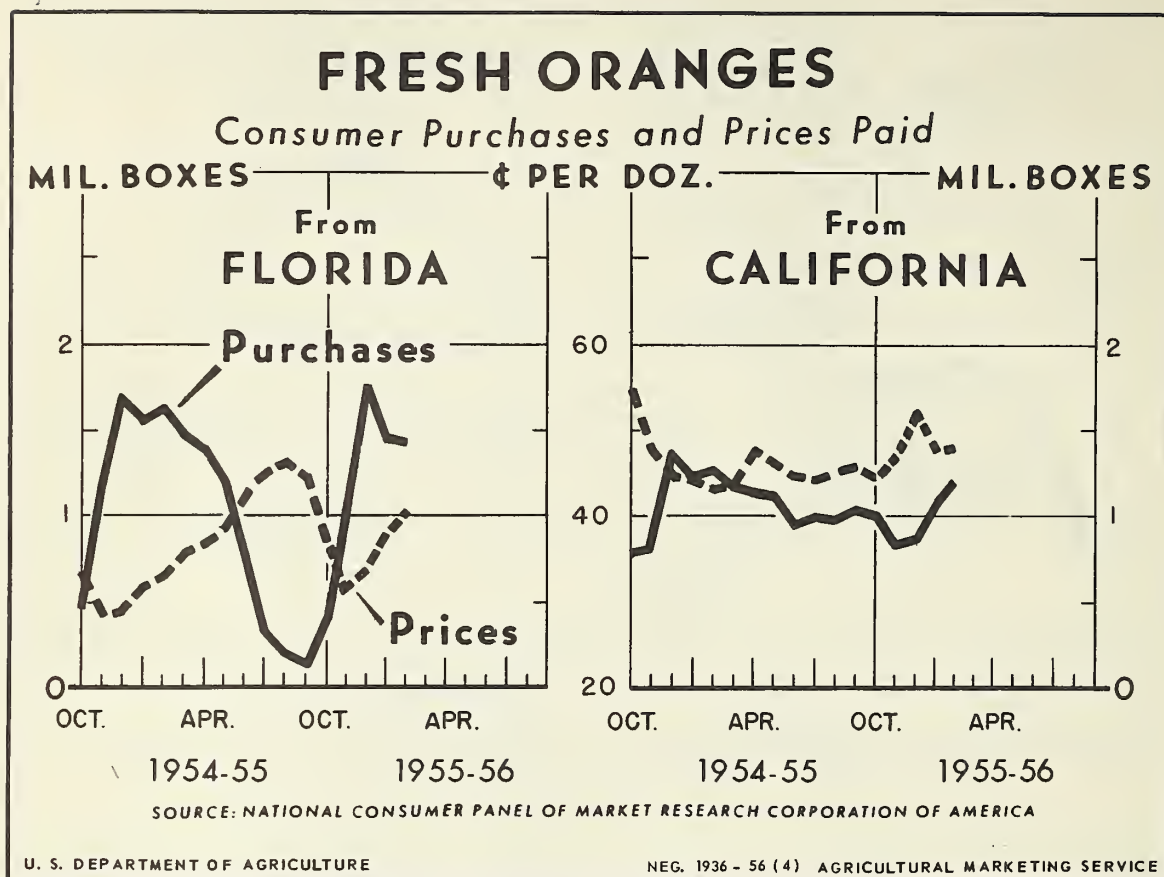


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1954 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	390	455	36.8	33.3	1,009	789	44.6	54.9
November	1,081	1,194	32.0	28.1	842	809	47.0	47.8
December	1,765	1,694	33.8	28.3	871	1,374	52.2	44.5
October-December 1/	3,618	3,660			2,953	3,271		
January	1,427	1,560	37.5	31.4	1,063	1,234	47.4	44.4
February	1,399	1,632	40.2	32.7	1,191	1,261	48.0	43.0
March		1,471		35.8		1,170		43.8
October-March 1/		8,704				7,206		
April		1,380		36.7		1,125		47.8
May		1,204		38.3		1,116		46.4
June		746		42.6		963		44.7
October-June 1/		12,265				10,636		
July		321		45.3		995		44.0
August		182		46.1		986		44.8
September		128		44.5		1,038		45.4
Season 1/		12,919				13,918		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, February 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1956	1955	1956	1955	Purchases		Quantity per purchase			1956	1955
					1956	1955	1956	1955			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	10.6	11.7	1,077	1,321	1.7	1.7	54.5	60.0	46	33.1	30.4
Grapefruit	8.7	8.7	1,025	984	1.6	1.6	65.5	63.6	46	24.8	24.6
Orange and gpft. blend	2.8	3.3	232	283	1.4	1.4	53.6	57.3	46	29.6	28.1
Lemon	1.9	2.3	37	45	1.2	1.3	14.7	13.4	5½	12.5	13.3
Grape	4.5	4.4	206	185	1.4	1.3	28.6	28.4	24	34.3	35.9
Pineapple	14.2	14.8	1,441	1,523	1.5	1.5	59.1	60.9	46	27.4	27.7
Prune	9.1	7.4	719	548	1.8	1.7	38.2	38.3	32	32.4	32.9
Tomato	17.6	19.5	1,659	1,849	1.6	1.6	53.6	53.6	46	27.6	26.1
Total 2/	49.2	49.3	7,339	7,525	2.6	2.6	50.6	51.8			
Canned ades											
Orangeade	3.0	2.9	379	361	1.7	1.7	69.4	64.2	46	27.6	28.0

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

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Table 2.--Frozen concentrated juices and ades: U. S. total consumer purchases and average price, February 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1956	1955	1956	1955	Purchases		Quantity per purchase			1956	1955
					1956	1955	1956	1955			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	30.3	31.0	5,012	5,360	2.2	2.2	19.7	20.8	6	16.7	14.0
Grape	4.7	4.0	327	256	1.5	1.5	12.5	11.4	6	19.9	21.2
Other concentrates	1/	1/	312	227	1/	1/	16.5	13.2	6	14.8	15.2
Total	32.3	32.4	5,651	5,843	2.4	2.4	18.8	19.6			
Concentrated ades											
Frozen											
Lemonade	2.2	1.9	163	136	1.3	1.4	15.0	14.1	6	14.8	15.9
Shelf pack											
Orangeade	1.2	1.3	113	108	1.7	1.4	14.3	15.6	6	16.3	17.2

1/ Information not available.

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Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, February 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family			Average price per dozen	
	1956	1955	1956	1955	Purchases		Quantity per purchase	1956	1955
					Number	Number		Cents	Cents
	Percent	Percent	1,000 boxes	1,000 boxes			Units		
Oranges									
California-Arizona	22.6	22.8	1,191	1,261	1.8	1.8	11.5	48.0	43.0
Florida	20.4	23.7	1,399	1,632	2.0	2.0	13.6	40.2	32.7
Unidentified	11.5	13.2	462	572	1.4	1.5	10.8	44.0	37.6
Total 1/	46.2	50.4	3,142	3,555	2.2	2.2	12.3	43.7	37.3
Grapefruit									
California-Arizona	3.1	3.4	179	190	1.5	1.5	5.7	73.6	74.7
Florida	23.3	19.7	1,659	1,324	2.0	1.9	5.6	75.6	77.1
Unidentified	10.1	12.2	528	659	1.4	1.4	5.8	71.7	71.0
Total 1/	35.1	33.9	2,672	2,498	2.0	2.0	5.8	73.4	73.4
Tangerines	8.3	11.5	435	590	1.4	1.4	12.9	31.3	26.4
Lemons	19.3	19.9	242	251	1.5	1.5	5.9	46.3	44.0
Total 2/	63.3	66.8	6,491	6,894	3.3	3.3	9.4	48.7	42.4

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruits.

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